



Ohio Union Council

Meeting Minutes

February 9, 2012 – Barbie Tootle Room, Ohio Union

Present: Tim Collins (Chair), Matt Couch (Ex-Officio, Ohio Union Director of Student Activities & Orientation), Eve Esch (Ex-Officio, Director of Ohio Union Events), Naomi David (USG), Areej Usmani (Student Org w/ Office), Krystin Bachman (Student Org w/o Office), Clinton Daugherty (Student Employee), Katie Dean Williams (Graduate Administrative Associate Student Employee), Michelle Mudarth (Ex-Officio, President of Ohio Union Activities Board), Rob Siston (Faculty), Felix Alonso (Student Life Staff), Rita Eppler (subbing for Chuck Claibourne Alumna), Jim Tootle (Community/Supporter), Travis (subbing for Kate Christobek (Community/Supporter), Brad Myers (At-Large), Gini Curphey (Alumna), Kevin Petrilla (USAC Rep), Megan Koester (Community Rep), John Merrill (Faculty Rep), Isao Shoji (Faculty Representative)

I. Welcome

II. Directors' Reports

- a. Student Activities & Orientation Director's Report from Matt Couch
 - 10,000 students attending OUAB events
 - Excited to report a successful Annual Conference on Leadership and Civic Engagement where 300 students attended a leadership conference where Union staff and students presented
 - This quarter there will be 350 students participating in Buck-I-Serv trips. Buck-I-Serv has gotten so big and become its own entity that the leadership of the organization has changed. Buck-I-Serv Advisory Board has been created to solely oversee the organization of the trip and Serv Corps has changed to Pay It Forward, which will still focus on events like MLK Day of Service and Community Commitment.
 - Students involved in organizations must maintain a 2.5 GPA. Looking at last quarter, student organization officers had an average GPA of 3.4, with 50.6% of all student organization officers made the Dean's List.
 - Completed five Town Hall meetings, which discussed how the quarter to semester switch affects student organizations. Sessions were run by Jeff Pelletier, Adam Burden, and Katie Dean Williams and about 100 student orgs attended.
 - Next week is John Glenn Week, where there will be John Glenn themed events happening to commemorate his 50th anniversary of his orbit of the Earth. On February 20th, there will be a banquet in the Archie Griffin Grand Ballroom.
- b. Ohio Union Events Director's Report from Eve Esch
 - The Ohio Union hosted over 18,000 events last year, in the month of January there were 2,109 events: 83% student, 16% university, and 1% non-university, which exceeded last year's number.
 - The Ohio Union staff also books classrooms across campus, this month there were 496 bookings, which is an increase of 7% from last January.
 - More Ohio Union numbers from this month: 6-8pm is the busiest time of the day in the Union, 85,700 people attended events in the Union, 211,000 people through the doors, which is 7,200 per day
 - On February 20th, John Glenn will have an event in the ballroom, but in addition to that it is the start of the NASA forum that the Union is hosting. The Union will house a spacesuit, life size Mars rover replica, and attempting to have a live feed from the space station (based on weather in Ohio).

- The Ohio Union is hosting BuckeyeThon for the second time in the new building, the time frame is moved from 8pm on Saturday, February 25th and will conclude at 8am on Sunday, February 26th. This should involve families more in the opening and closing ceremonies.
 - With 2012 being a political year, the Union has been contacted by some news channels to do a tapping, this are still very tentative.
- c. Business & Finance Director's Report from Eve Esch (Dan was not in attendance)
- Clarification on the charts he has been handing out, "Union rent" is what outside organization (ex. UAFYE) pay to have a space in the building, which contributes to utilities, housekeeping, etc.
 - On trend to make more than we spend, which is impressive for a building that is less than two years old. The original fiscal plan was the building.
 - Clarification on why the building makes more money in some months: due to many factors: students being fully enrolled, outside events in the building, utility costs are variable, etc.

III. Ohio Union Activities Board Update

- Michelle Mudarth shared with the group OUAB's highlights of recent events: Nick Offerman (1500 students), Demetri Martin (1500 students), and "Do the Right Thing" with Spike Lee happening tonight in the ballroom Over 9,600 students attending 25 OUAB events in the month of January. Excited about the numbers and thanked Grad/Prof who held 16 events over the month.
- New executive board was selected and their training began this week and they are attending a retreat this weekend.
- Highlighted events for next quarter: Bill Nye as a collaborative event and Childish Gambino as a concert at Lifestyles Community Pavilion.

IV. Subcommittee Reports

- a. Events
- Signature events presentations from Buckeye Showcase and BuckeyeThon
 - Buckeye Showcase will be a competition this year, with 24 various acts including: cultural dance groups, singing groups, etc.
 - BuckeyeThon will be using every space in the building except the instructional kitchen, right now there are 2500 dances registered, \$150,000 reached at the end of January, and time changed to 12 hours in order to engage students the whole time.
- b. Policy
- Section 3 – Sales & Solicitation, voting to pull initial proposal to change working, legal services suggested not changing ordinal wording, rather adding a new section. Katie Dean William motioned, seconded by Brad Meyers...motion passed
 - Section 5 – Alternative Catering Request Form, groups that want to bring in outside food into the Union, because Union catering does not make it or makes it at a much higher cost. Brad Meyers motions, seconded by Katie Dean Williams...motion passed
 - Section 3 – Film Showing & Licensing, wording taken directly from federal website. Megan Joester motions, seconded by Katie Dean Williams...motion passed.
- c. Budget & Finance
- Karen Narwicz talked about the sales strategies that her and her event planners use, presentation given to BF committee, collaborates with many groups throughout Ohio, trains interns who come up with sales and marketing ideas, 9-5pm outsidess users, revamping with interns' help the event website – coming soon
 - Focus was: how do we maximize cooperate business? Making it easier...parking assistance, referral/repeat client system, cultivate loyalty,
 - Ann F, did a great job taking meeting minutes and passing it along to her committee

V. Center for Student Leadership & Service Discussion

- a. Feedback: Each student org tenant must sponsor at least one community building event, condo association w/ a clubhouse idea, encouraging occupants to mingle and foster collaborations, hope to bring more people into the CSLS,
- b. Some changes made this year: Katie Dean addition to help plan events
- c. Question: Do the community building events meet attended outcome?
 - Katie Dean: handed out a spreadsheet breakdown of what orgs \$6000 budgeted for these events, right now \$2,527.56 Under budget for this year
 - Promotion: Jen Cottrell to help marketing, social media marketing, graphics to make posters on easels for upcoming events, student org insider receives the events as well
 - Would it be more successful to collaborate among student orgs, two or three groups collaborating together randomly chosen
 - Halloween, decorations and scavenger hunts and trick o treating- 11 groups/30 people participating in scavenger hunts
 - Matt last comment, the lease agreement might revise the requirements for the lease, new committee from OUC for determining leases

VI. Upcoming Topics

Station 88, Student organization Meeting Space, Usage Survey, Semester Switch

VII. Future Meetings

- March 8, 5:30pm – Barbie Tootle Room
- April 12, 5:30pm – Barbie Tootle Room
- May 10, 5:30pm – Barbie Tootle Room
- Jun 7, 5:30pm – Barbie Tootle Room

VIII. Announcements